



## **BEAD Street Banner Program**

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The Bloomington Entertainment and Arts District (BEAD) will make space available on designated poles or over designated streets in downtown for banners to promote events, activities and attractions deemed to have a significant impact on downtown character or on tourism in the community.

**The goals of the Street Banner Program are as follows:**

- To use well-designed banners on City light poles as an effective tool to accentuate city streetscapes and convey important City messages to the public;
- To welcome visitors to Bloomington's downtown and highlight key gateways to the area;
- To announce and publicize events that are open to the public, including special community events, cultural facilities; to designate geographic areas; and market the downtown to visitors and locals alike;
- To establish uniform procedures for the design, installation, maintenance and removal of banners; and
- To limit and regulate the use of banners pursuant to these Program Guidelines in order to not adversely impact the primary purposes of the use of City rights of way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks.

**Banners may be used in selected areas to promote the following:**

- Special community events
- Designated geographical districts or areas, or key gateways
- Holidays or annual seasonal events
- Cultural facilities open to the public
- Marketing opportunities for the downtown
- Similar events, activities or geographic area designations

The City will not allow banners to be used to promote any activity that is not open to the public, any activity for which the City is precluded from spending public funds (such as political campaigns or religious messages), any activity that is not in compliance with any local, State, or federal law, or any image or message that is inconsistent with the Street Banner Program Guidelines.

**Program Specifics**

- The Board of Public Works authorizes BEAD, through the Department of Economic & Sustainable Development, to implement the Street Banner Program in accordance with these goals, policies, procedures and guidelines. Applicant is responsible for all costs of production, installation and removal of banners.

- Applicant is responsible for scheduling installation and removal of banners in accordance with approved schedule. Banners must be installed and removed by a professional sign company.
- Banners may be placed for a maximum of 30 consecutive days per event. Applicants are limited to 5 event applications per calendar year.
- Banner placement is on a first come, first served basis.
- Placement requests can be submitted up to one year in advance of the event.
- The City of Bloomington accepts no responsibility for damage to or from banners as a part of this program.
- Authorized banner locations are located on City light poles or over City streets, and will be documented on the BEAD Street Banner Area Map with the Application. BEAD may make modifications to locations from time to time. Authorized locations in the BEAD Street Banner Program do not include locations in City Parks or the B-Line Trail.
- The City may reserve certain locations and timeframes to promote City messages and activities.

### **Banner Specifics**

- Banners must be produced in the standard size specified (30" x 70" and 2 banners per pole).
- Banners must be removed no later than two days after conclusion of event.
- Banner fabric shall be durable and weather resistant, to include substantial material such as cloth or canvas.
- Banners shall be two-sided with information contained on both sides.
- The use of sponsorship acknowledgements or sponsorship logos on street banners will not be permitted.

### **Hardware Requirements**

- Standard banner hardware has been installed on numerous light poles. If an applicant proposes to install banners on light poles that do not currently contain banner hardware, the applicant may propose to install additional hardware at the applicant's cost. The hardware shall be installed at the height specified by the City to match the height of existing banners on other light poles. The City will retain ownership of all banner hardware once installed. The hardware specifications will be provided by the City of Bloomington.

### **Installation and Removal Requirements**

- The applicant shall contract with a qualified installer (e.g., a private sign company or a banner company) to install the banners and any required hardware, to perform any necessary maintenance while the banners are installed, and to remove the banners when required under the terms of the approval. The applicant is responsible for payment to the installer.
- From time to time, it may be necessary for an applicant (through its installer) to remove a set of existing banners, while a new applicant (through its installer) is installing new banners. The City encourages all applicants to work cooperatively with other organizations when installing, removing and/or re-installing banners so that there is no lapse in display time. City staff will coordinate the installation process with the affected applicants and installers. Coordination with the installers will minimize impacts to hardware as well as disruptions to pedestrians and businesses during installation.

## **Application Process**

Applicants should submit a completed banner application form. Application can be made no more than 12 months in advance of requested event banner placement.

Applicant should not produce banners until receiving approval notification from the City of Bloomington. The City of Bloomington is not responsible for expenses incurred in producing banners for denied applications.

## **Review Criteria**

Applications will be reviewed based on the extent to which they meet the goals of the street banner program. Applications will be reviewed on a first-come, first-serve basis within 30 days of receipt of application

If a time conflict occurs between an approved applicant's banner installation and a pending application, the approved banners will be provided precedence. BEAD may reserve certain timeframes for particular City messages for which no application has been provided to the City.

BEAD retains discretion to determine whether or not an application is consistent with these Program Guidelines. If it is determined that a particular message is not in compliance with these Program Guidelines, the City, through BEAD and the Department of Economic & Sustainable Development, may deny the application. Denied applications may appeal to the Board of Public Works during a regularly scheduled meeting.

Submit completed application via email to [carnesj@bloomington.in.gov](mailto:carnesj@bloomington.in.gov).  
Questions about the program can be directed to Jason Carnes, 812.349.3419  
[carnesj@bloomington.in.gov](mailto:carnesj@bloomington.in.gov)